

ABSTRACT OF THE INVENTION

An Ad Management System (AMS) for managing sales and insertion of targeted advertisements into advertising opportunities ("avails"). The AMS provides advertisers an ability to describe their advertisements (ad characteristics) in terms of target market demographics, required ad bandwidth, ad duration, and other ad specific parameters. The AMS receives the ad characteristics and matches the ads to the avails. The AMS tracks different avails including duration and bandwidth of the avail, and uses a number of schemes to determine if the ad can be placed in the avail including comparing bandwidth requirements. The AMS targets advertisements by correlating subscriber characteristics to the ad characteristics. The subscriber characteristics may be associated with groups of subscribers (e.g. nodes in cable television environments) or to individual subscribers